MARVELOUS

ISLE OF PINES

"THAT MAGNIFICENT LAND OF SUNSHINE, HEALTH and WEALTH"

ISSUED JOINTLY BY

THE SANTA FE LAND COMPANY
AND
THE ISLE OF PINES UNITED LAND COMPANIES

Suite 531-5 Monadnock Block, Chicago, Illinois
and Santa Fe, Isle of Pines, West Indies

THE SANTA FE LAND COMPANY

Incorporated Under the Laws of Iowa, 1903

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THE ISLE OF PINES UNITED LAND COMPANIES

(Incorporated 1909)

ISLE OF PINES, WEST INDIES

CAPITAL STOCK, $250,000, FULLY PAID

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"No yellow fever, cholera or epidemics of any kind have ever been known to make their appearance on the Island."—U. S. Consul Gen. Steinhart, of Havana, in his report to the government under date of September 27, 1905.

N. B.—To receive prompt attention, all correspondence should be addressed to

Suite 534-5 Monadnock Block, Chicago

The Ideal Location for
Grape Fruit and Orange Groves

THE
ISLE OF PINES

BEST CLIMATE IN THE WORLD
BELOW THE FROST LINE
ABUNDANT RAINFALLS
FERTILE SOIL AND VARIED PRODUCTS
CHEAP WATER TRANSPORTATION
HEALTH-GIVING MINERAL SPRINGS
GOOD MARKET FACILITIES
UNEXCELLED ROADS
EXCELLENT EDUCATIONAL ADVANTAGES
FINEST OF FISHING
ALL-AMERICAN SOCIETY
Scenery, Boating and Bathing Unsurpassed

No Poisonous Snakes or Insects Exist on
The Isle of Pines

HCV

A BATHING SCENE AT SANTA FE BEACH.
It is the prerent intention of the Santa Fe Land Company to make Extensive Improvements at this Beach in the near future.

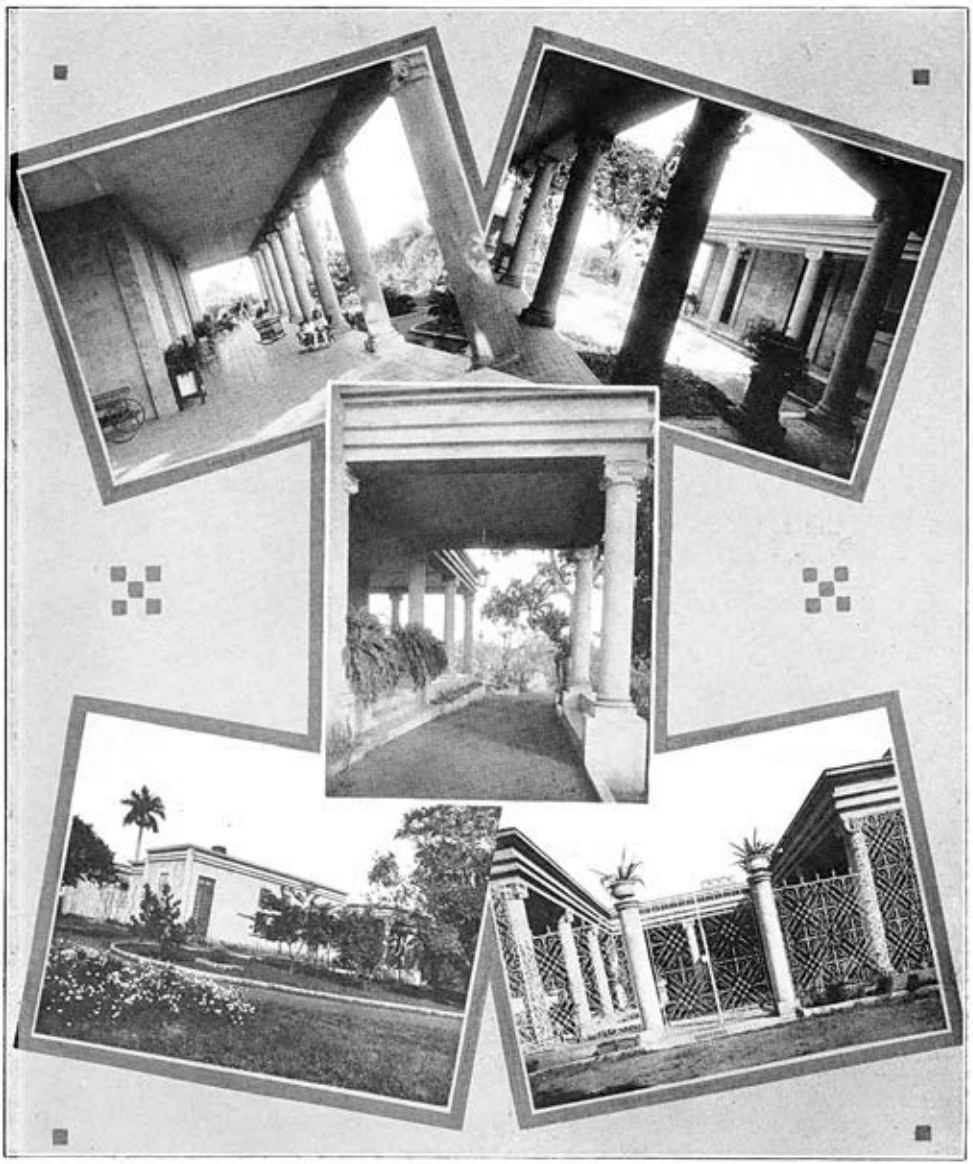
PREFACE

In the compilation of this pamphlet, there will be an endeavor, in as brief form as possible, to present, free from all exaggeration, some of the advantages of the Isle of Pines, a comparatively small territory, which, considering its area, has attracted more attention in the past few years, and is being more widely talked about and written about, and has made greater progress in securing immigration and development than any other territory in the same length of time for many years past.

It is almost necessary to underestimate the favorable conditions that exist on the Isle of Pines in order to escape the charge of exaggeration. The wonderful productiveness of the soil of the island and great variety of products possible, the value of these products because of their maturing at a time to realize the highest market price, the curative and health-giving qualities of the island's mineral springs, its perfect climate, entirely free from malaria, are all so apparent to one who is familiar with the island, and so hard to realize by one who has never made a visit there.

All through this book there will be an effort, in all statistics, to give the most conservative figures, so that anyone who goes to the island and proceeds along intelligent lines in the way of development will find from experience that he will be able to realize more from his crops than is stated here.

In this connection it may be as well to say that this is no country for the man who has made a failure everywhere else. It requires brain and effort to make money in the Isle of Pines just the same as in any other place. A man who has made a failure everywhere else is sure to make a failure here. On the other hand, we believe that the same amount of time, effort and expense on the Isle of Pines, in comparison with almost any other place on the face of the earth will yield far greater returns.



GLIMPSES OF THE RESIDENCE OF ROBERT IRWIN WALL AT SANTA FE.

MARVELOUS ISLE OF PINES

LOCATION

The Isle of Pines is located about sixty miles south of Cuba, almost due south of Havana, from which city it can be reached direct by sea, or by rail to Batabano and thence by steamers making regular trips.

The total distance to Havana, the great shipping Cuban center, and a city of 350,000 inhabitants, is less than ninety miles, and is more easily reached than from the majority of Cuban towns the same distance away, because connection is made at Batabano, Cuba, with the direct boat from the Isle of Pines. With the completion of the Florida East Coast Railroad to Key West, Fla., the total sea ride from Key West to the Isle of Pines is about one hundred and seventy-five miles.

EXTENT

In extent this island is about 30 by 40 miles, and contains 1,240 square miles, or 800,000 acres. It is divided into two parts by a strip of water and salt marsh, running east and west; the northern portion contains about 600,000 acres. It is diversified by rich valleys, hills, beautiful mountains, mineral springs and many fine streams, navigable for some distance by steamers of considerable size. The southern portion is mostly of coral formation and contains many valuable hardwoods, such as cedar, mahogany, ebony. It is not an agricultural proposition. There is sufficient timber on the island for every imaginable domestic purpose for years to come.

SOIL

There are several distinct varieties of soil—a heavy dark loam along the rivers and near the coast, and a red gravel underlaid by a fine, yellow subsoil on the ridges, similar to the soil found in the famous orange districts of California, and a light mulatto soil, mixed more or less with fine quartz, on the foothills, all of which soils are particularly adapted for the growing of citrus fruits and pineapples, while large portions are especially suitable for the growing of vegetables and tobacco.

It will grow anything and everything that can be raised in Cuba, Florida or Southern California. Frost is unknown, as the thermometer seldom falls below sixty degrees in midwinter.

CLIMATE

U. S. Consul-General Steinhart, of Havana, in his report to the U. S. Government, under date of September 27, 1905:

"The climate can certainly be described as one of the finest on earth. In fact, the soil, climate and water of the northern portion are ideal. The mercury seldom goes above 90 degrees and never below 58 degrees. The average for the year may be stated as 75 degrees. The sea breezes penetrate every part of the island, and, passing over the pine forests, are gentle and invigorating, tempering the heat of summer and lessening the cold of winter. The nights are nearly always cool and pleasant. There is no doubt that in time, as the island becomes better known, it is destined to be a most important health resort, as the conditions of the climate and vegetation combined make it attractive, both to invalids and others who are in search of a more uniform temperature or who may wish to escape severe northern winters. **No yellow fever, cholera, or epidemics of any kind have ever been known to make their appearance on the island.** Although it is south of Cuba the temperature is somewhat lower, and it is visited both by the sick from Cuba and abroad, who come to be cured by the pure air and beneficial waters of its springs."

ISLE OF PINES GOVERNMENT BUILDING.

Strangers who come here do not have to pass through the term of acclimation usual in Cuba. The atmosphere seems drier and more bracing than that of Cuba, and it is also cooler.

A limited residence on the island will cure, or at least greatly benefit, all cases of rheumatism, catarrh, asthma, and nervous disorders.

Northern people contemplating making a home in the South cannot be too careful in guarding themselves against malaria and other injurious climatic conditions encountered almost anywhere in the Gulf States, but from which the Isle of Pines is absolutely free, as is evidenced by the foregoing report of Consul-General Steinhart.

SEASONS

There are two seasons, the wet and the dry. The former commences about May 1st and continues until October 31st. The rains are frequent, but not excessive, and interfere but little with the cultivation and the saving of crops. The latter season lasts from November 1st until April 30th. There are rains even during the dry season, enough to keep all crops growing. Vegetables and tobacco are planted at the beginning of the dry season; fruit trees and pineapples at any time of the year.

Cloudy days are rare, the showers being of short duration, so that the healthful effects of sunshine are obtained throughout the year.

HEALTH

An epidemic of any disease is unknown. The atmosphere is pure and bracing. This island has been a health resort for more than a century and is one of the oldest known. The sea air, the pure water, the mineral springs and equable temperature are all conducive to long life.

WATER SUPPLY

The whole island is well watered by many fine streams, which are fed by numerous springs. Wells of pure, fresh water are obtained at a depth of ten to thirty feet. Such a thing as a failure of crops on account of scarcity of water is unknown.

MINERAL SPRINGS

There are warm mineral springs that have become well known for curative properties; they are especially noted for all stomach and kidney diseases and for rheumatic troubles. They are visited by many invalids who find relief from those diseases. The water from these springs is being shipped to Cuba in large quantities and is fast becoming popular. The most noted springs are located at Santa Fe.

STORMS

Some portions of the West Indies are visited frequently by severe wind storms, but the peculiar location of the Isle of Pines, protected as it is on the east, west and north by Cuba, and as a further protection, being surrounded on all sides by "keys" or small islands, render serious wind storms impossible.

The most severe wind storm that the Isle of Pines has experienced for thirty years visited the island in the fall of 1906, but the damage to the island was so slight as to be hardly worth mentioning. The same storm caused loss of life and property in Jamaica, a portion of Cuba and the sea coast of the South Atlantic States. Also very little damage was done by the storms in November, 1910, and that consisted mainly in a small percentage of ripe fruit being blown off the trees.

THE MASONIC TEMPLE AT SANTA FE, ISLE OF PINES.

SECTIONAL VIEW OF AN ISLE OF PINES PACKING HOUSE.

PRODUCTIONS

The soil is so fertile and the climate so favorable that a very great variety of crops can be grown, viz., oranges, grape fruit, lemons, limes, pineapples, guavas, sugar cane, bananas, cocoa or chocolate, tobacco, cotton and innumerable other tropical and subtropical products, as well as almost all of the vegetables and some of the fruits of the temperate zone.

Intelligent poultry raising is certain to be immensely profitable, as the products are in constant demand at all times of the year and at favorable prices. It need never be necessary to market either chickens or eggs farther than the city of Havana.

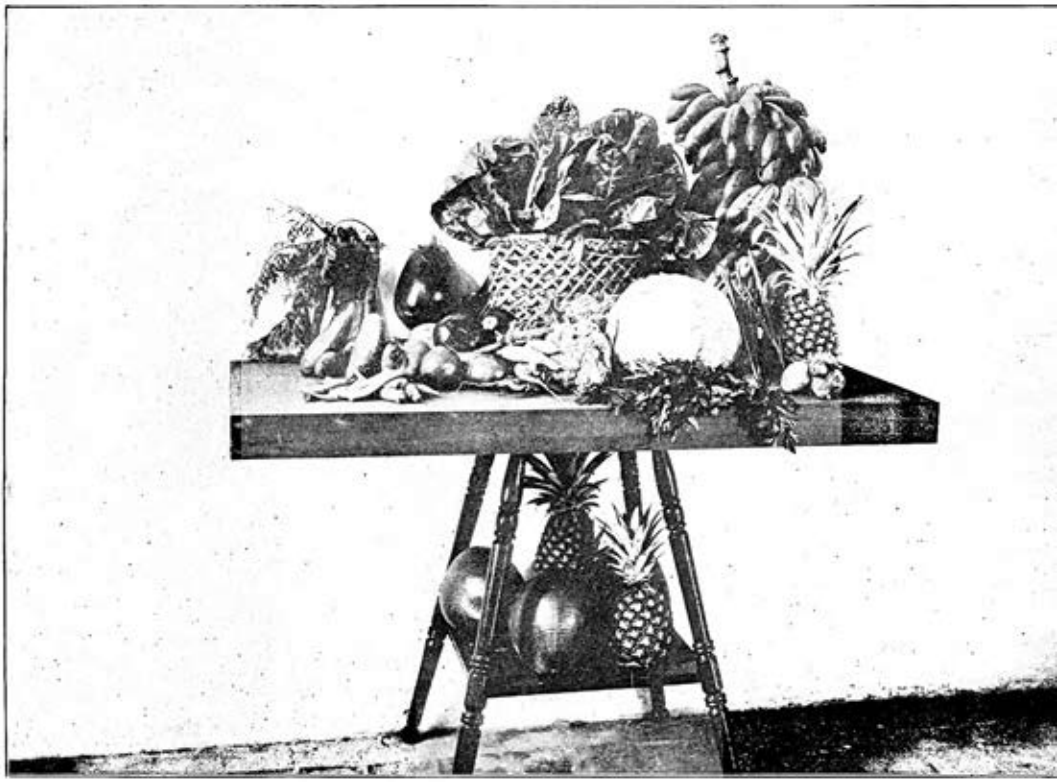
CITRUS FRUITS

The line of agriculture which is, and will continue to be, the most attractive to the American planter, is the development of citrus fruits. Under this head are the orange, grape fruit, lemon and lime. The conditions for raising each and all of these are very similar, although it must be remembered that they vary slightly. The soil in general and the climatic conditions are almost perfect for the cultivation of these fruits Thirteen years ago, prior to any American development, these fruits were found on the island, and of a very fine flavor, bright in color and of good size, in spite of the fact that they had had little or no cultivation. At that time there were no regular citrus fruit growers on the island. The natives usually had a few of these trees included in their limited clearings, along with some pineapples, bananas, cocoanuts and numerous other native fruits. As these citrus fruit trees were scattered pretty well over the island and situated on various kinds of soil, and ranging in age from five to forty years, it became conclusive to the intelligent observer that here, indeed, existed perfect conditions for the raising of citrus fruit, which conclusions have been fully proven correct by the maturity of a large number of citrus

fruit groves planted subsequently. The certainties of the Isle of Pines for the production of citrus fruits, of a very superior quality, are unequaled anywhere.

Forty or fifty years ago, when the State of Florida was in the experimental stage, with reference to the prospect of raising citrus fruits, they planted the seeds from their native sour orange and later grafted into it European buds of the best known and most successful varieties, producing in Florida fruit superior to the trees from which the buds came. In like manner, all parent stock of the Isle of Pines' trees is produced by planting the seed from the sour orange grown on the healthy, rugged, prolific, acclimated native tree. When this parent stock has attained its proper proportions, the buds from the best approved Florida varieties are grafted into it. In this way, it is absolutely certain that we are producing fruit superior to that grown on the Florida trees from which the buds came, just as Florida in its early days produced fruit superior to the European trees from which the buds came that they grafted. In other words, it will be seen that we begin the scientific raising of citrus fruits on the Isle of Pines right where Florida left off at its best.

Taking into consideration the fact that recent years have shown that Florida, with the exception of a very limited section in the extreme south, is too far north to raise citrus fruits successfully, and that California, also, on account of freezing, has its former citrus fruit area very materially reduced, where would we more naturally turn to supply the market than to



GROUP OF FRUITS AND VEGETABLES GROWN ON THE ISLE OF PINES, W. I.
Collected one February day, as follows: Bananas, Pineapples, Oranges, Grape Fruit, Eggplant, Carrots, Turnips, Cabbage, Cauliflower, Beets, Radishes and Cucumbers.

ONE HUNDRED-ACRE BEARING CITRUS FRUIT GROVE ON THE SANTA FE ESTATE.

this beautiful and healthful little island below the frost line? Taking into consideration further the fact that there is no need of irrigation, as in California, and no need of piling cordwood between the rows of orange trees to set fire to when the freezing weather comes, as in both California and Florida, and that, for the most part, the land is more easily cleared, worked and drained than in Florida or California, it will be seen that the conditions for citrus fruit culture on the Isle of Pines are almost perfect. An additional fact in favor of this island should not be overlooked, and that is—that on account of there being no cold weather on the Isle of Pines sufficient to retard the growth of the trees, and with practically every day of each year a growing day, a citrus fruit grove will mature in the Isle of Pines in easily one-third less time than in California or Florida.

GRAPE FRUIT

Grape fruit are constantly in demand and it is very seldom that the market is even temporarily glutted with them. It is well for the grower to have several varieties maturing at the different times of the year, so as to catch a high market on one or more varieties every year. By starting in with the extra early fruit, and having intermediate and late fruit, it will be possible to supply the market for nearly two-thirds of the year. The extra early and the extra late fruit are practically certain not to have Florida as a competitor at all, or at any rate, in but a very limited degree. This applies to grape fruit, also. A grape fruit grove on the Isle of Pines should be bearing at four years as heavily as a grove in Florida or California bears in six years. The former should have, at the end of the fifth year, about three boxes to the tree, seventy trees to the acre, 210 boxes, which even at $1.50 per box net (a most conservative price, as $2.00 up to as high as $8.00 is often realized) would amount to over $300.00

per acre. It is possible to secure some fruit the third year, but there is an uncertainty as to this, and the quantity is not great and we refrain from anything more than a reference to it. We consider it extremely conservative when we state we believe that a citrus fruit grove which has had the proper care for a period of four years can yield a crop averaging something more than a box to the tree without injury to the tree. In this way the grower would find his grove self-supporting at the end of the fourth year. After the fifth year, the amount of fruit each tree produces should steadily increase for a number of years, so that usually from five to ten boxes are produced on trees from six to ten years old. There are instances of native trees on the island now producing over twenty boxes of fruit.

The grape fruit tree continues to increase a little in its bearing until the twelfth year, when it is supposed to have reached its maturity, but the life of a grape fruit tree, particularly with ordinary care and attention, is almost unlimited. This statement also applies to orange, lemon and lime trees. There are citrus fruit trees on the Isle of Pines that are known to be over forty years of age and still bearing fruit.

Grape fruit is rapidly becoming more and more popular. It is one of the most delicious and healthful of all of the citrus fruits. California does not pretend to raise marketable grape fruit. Florida raises but a very limited amount, because it is much more sensitive to cold weather even than the orange, and for this reason is able to furnish an exceedingly limited supply. The Isle of Pines' grape fruit has been tested by fruit experts in the New York and European markets and has been pronounced absolutely the finest that has ever reached these markets. Prominent commission men in New York and Chicago have advised the growers

Mr. A. C. Deverall, Supt. Motive Power, Great Northern Ry. Co., near the entrance to his twenty-acre Citrus Fruit Grove on the Santa Fe Estate, Isle of Pines.

A SCENE IN THE TOWN OF SANTA FE, ISLE OF PINES.

on the Isle of Pines to make a specialty of this fruit, not only because of its superior quality, but in order to supply the demands of the market with reference to quantity. They have stated that even the limited portions of Florida now producing grape fruit are in peril of freezing, and, if this did happen, it would leave the constantly increasing market without this source of supply. The profits from a grove of grape fruit are larger than from a grove of either oranges or lemons, because it is very productive, and, if anything, comes to maturity a little earlier than either of the above mentioned fruits, in addition to bringing higher prices.

ORANGES

Oranges produced on the Isle of Pines are of the finest quality and are a very staple commodity, but more competition is encountered in this branch of the citrus fruit industry than any other. It is important that only the best fruit be shipped to the U. S. and that it be well graded and packed and be attractive in appearance. There is a splendid late market for medium grade oranges in Cuba and the fruit can be shipped inexpensively in barrels or sacks. This fruit is often contracted for on the tree and frequently nets $200.00 or more per acre at the grove.

LEMONS

Sicily and California furnish the great bulk of the lemons that are consumed in the United States. But Sicily is many thousand miles distant and has to pay an enormous freight, and California, while not so far distant, is still much farther from the centers of their consumption in the United States than is the Isle of Pines. Another fact in this connection is that both places being so far from markets, the fruit often arrives in

bad condition. There is no question but that the consumption of lemons is increasing and the land on which they can be successfully grown is decreasing. This is owing to the fact that the lemon tree is the most sensitive to freezing of all the members of the citrus fruit family. The result is that the climatic changes in Florida, in recent years, have completely driven the raising of lemons out of that State. Also certain climatic changes in temperature in Southern California by which the nights are gradually growing cooler, and lemon trees being less hardy than the orange, the growth of the trees is interfered with and consequently the quality of the fruit deteriorated, and the fruit does not stand shipping as well as formerly. On account of the above causes the land that will produce good lemons is bound to advance very much in price. The fact that limes are found growing wild in abundance on the island would tend to prove that the island is particularly adapted to the raising of lemons. Many lemon groves have been started on the island and a few of them are maturing with results that are very conclusive that the fruit will fill the requirements of the market and is sure to be a safe and valuable crop.

Limes in limited quantities are sure to be profitable, as it is an early and prolific bearer, and a little cultivation will make it so superior to the uncultivated native limes as to bring a good price.

PINEAPPLES

While the Isle of Pines will and does grow the staple varieties of pineapples, notably the Red Spanish, attention is given mostly to the cultivation of the Smooth Cayenne because here it can be produced to perfection. As it is successfully grown elsewhere only in Hawaii, which is so far distant that it is possible only to can it, the Isle of Pines has

LOADING FRUIT AT THE JUCARO DOCK, ISLE OF PINES.

A COUNTRY HOME ON THE ALMACIGOS TRACT OF LAND.

a great advantage in being able to ship the fresh fruit to the northern market. These pineapples range in weight from about four to fourteen pounds (some of them being only eight to the crate) and frequently are retailed in fancy groceries as high as $1.25 each. About 5,500 plants are set to an acre which average a crop of about 5,000 pineapples in eighteen months. The canning of this commodity is destined to be one of the largest industries on the island in the near future and will greatly stimulate the raising of this variety of fruit.

The growing of pineapples should be an attractive proposition to those who want quick returns while waiting for their orange groves to mature. It is not a difficult crop to raise and is not seriously affected by either droughts or excessive rains.

BANANAS

The Isle of Pines produces as fine a quality of bananas as can be found anywhere. They are grown from suckers or shoots planted from ten to fourteen feet apart. They yield the first crop in fifteen months and thereafter a crop annually.

It might be well to state in this connection that while the Isle of Pines is in every way adapted to the growth of bananas and cocoanuts, there would of necessity be only a limited local market for these products, unless they were grown on so large a scale as to justify almost constant transportation to the markets, as they mature daily throughout the year.

TOBACCO

This is an industry that can be made immensely profitable to the grower who understands the business. As much as $1,000.00 per acre

each year is being realized now by a limited number of expert tobacco growers in the province of Pinar del Rio, Cuba. In many parts of the Isle of Pines tobacco of a fine quality is raised, and it compares very favorably with the famous Pinar del Rio tobacco.

The shrewd American in the course of time can learn this business by making tobacco a side crop and in case he makes one or two failures it would not prove serious to him. It is possible to secure expert native labor for this work and many of the Cubans who understand this business are willing to plant crops on shares.

VEGETABLES

The raising of vegetables is a very attractive industry to all those who wish quick returns. It is a notable fact that there is hardly a small tract of land on the Isle of Pines, from ten acres up, that has not a part that is particularly adapted to the raising of vegetables. In this connection it might be well to state that, while in a general way all vegetable land is good citrus fruit land, not all citrus fruit land is suitable for vegetables. The lower portion of these tracts, which is produced by the gently rolling tendency of the island, is the better portion on which to raise vegetables. It is well to remember that a crate of vegetables can be laid down in the New York market, including duty, for approximately 50 cents per crate. Fortunately, the most natural season to raise vegetables on the Isle of Pines is during the winter months. Shipments of tomatoes, peppers, onions, eggplant, cabbage, okra, potatoes, etc., can be made at a time to secure the fancy prices which prevail during these months and which range all the way from $2.50 to $8.00 per crate. The advantage over Florida and other sections less favored than the Isle of Pines, in the way of a few weeks advanced time, is a very important

RESIDENCE OF EX-GOV. WM. F. PACK NEAR SANTA FE, ISLE OF PINES.

SHOWING ONE OF THE APPROACHES TO SANTA FE, ISLE OF PINES.

one because it is at this particular time that the fancy prices prevail, and this means much larger profits to the grower. Eggplant and peppers seem to be a very certain and lucrative crop to the Isle of Pines grower. Among the staple crops of winter vegetables should be mentioned the tomatoes and potatoes. Eggplants and peppers are two of the best quick-growing vegetable crops for immediate returns, and shipments to the New York market usually bring large profits. As much as $200.00 to $700.00 per acre has been realized in one season. The potato is a very staple crop and as it is easy to reach the northern markets in January and February, March and April, at a time when the previous year's product in the States is in bad condition, the prices realized are often a net profit of from $1.00 to $2.00 per bushel. The new tariff bill admitting potatoes free of duty is sure to greatly stimulate the production of this commodity.

MARKETS

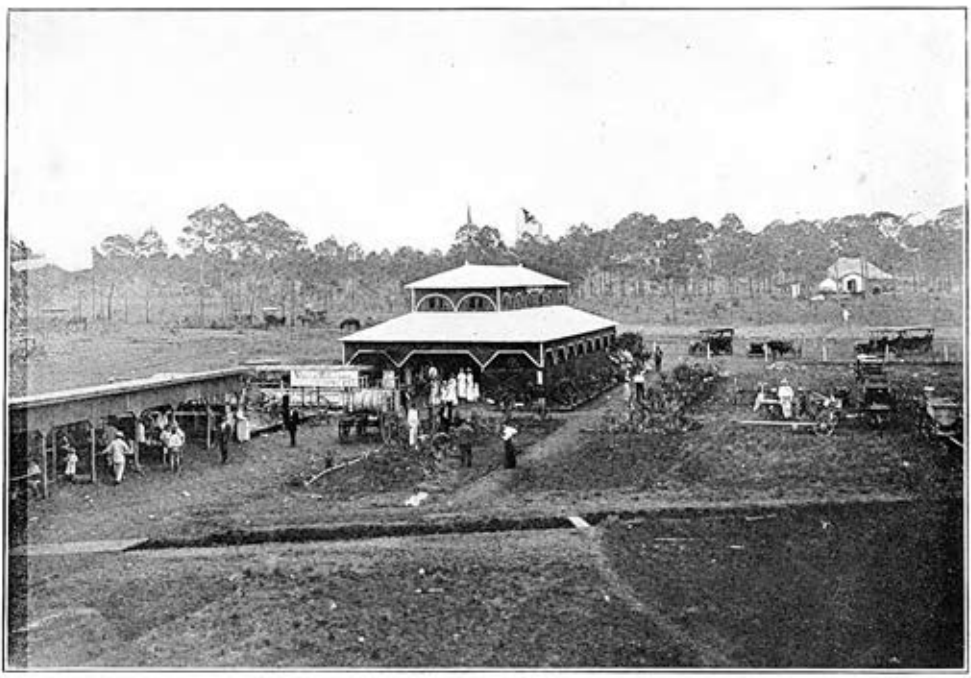
It should be remembered that the Isle of Pines is but 1,300 miles from New York, which is the great market of the East, while California is 3,300 miles from the same city. It is but 650 miles from New Orleans and Mobile, the great gateways for the South and Central States. Freight on all products to New York is less than from California and Florida. It will be seen that the Isle of Pines can reach the great markets of the States, even with our present duty added, about as cheaply, and in many cases cheaper, than either Florida or California.

The fact that vegetables can be produced earlier than they can in Florida insures fancy prices before the competition from that State interferes.

The markets of Cincinnati, St. Louis, Chicago, Detroit, Minneapolis, St. Paul, and Kansas City can be reached in from four to six days, through

the ports of New Orleans and Mobile, and the rates are such that these cities will get their fruits and early vegetables at lower rates than they have been paying by way of New York. It is a well-known fact that a market that can be reached by water transportation gets better freight rates than a market that has only railroads. When the latter is the case, the grower is often at the mercy of the railroads. It is absolutely impossible for any combination of freight rates, on the part of transportation companies, that would have the effect to increase the transportation charges in excess of a just amount to endure, as the people of the Isle of Pines are able, even at the present time, to provide their own transportation to the great market ports if it should become necessary. The advantage of this situation can hardly be overestimated. Florida and Califronia are completely at the mercy of the railroads, and this is also true, to a certain extent, in the Island of Cuba. The very fact that the Isle of Pines has the exceedingly low freight rate to Havana, the great shipping metropolis, of approximately 12 cents per box on oranges, grape fruit and lemons, and 12 cents per crate on pineapples and vegetables, is the result of the knowledge on the part of the transportation companies between the Isle of Pines and Havana that it would be possible for the Isle of Pines to ship its products directly to the States.

The Florida East Coast System has under process of construction immense ferry boats of 35 cars capacity which will ply between Key West and Havana. The contract for the building of these ferries calls for their completion ready for operation not later than January 1, 1915. With the inauguration of this service freight cars loaded at Batabano, Cuba, with Isle of Pines fruit and vegetables can be bonded through unopened to any of the great markets of the United States.



A SECTION OF THE ANNUAL FAIR, HELD AT SANTA FE, ISLE OF PINES.

A BIRD'S EYE VIEW OF NUEVA GERONA, ISLE OF PINES.

TRANSPORTATION CHARGES

Charges on citrus fruits from the Isle of Pines on board steamship in Havana, which include freight, wharfage, and lighterage, are between 19 and 20 cents per crate. Freight from Havana to New York City, including primage, is 31½ cents per crate, making a total carrying cost from the Isle of Pines to New York City of fifty-two (52) cents per crate, or less. The recent tariff bill makes the duty on citrus fruits almost exactly 28 cents per crate, so the total cost from the Isle of Pines to New York City, including duty, is 80 cents, or less, which is approximately the same cost as from most Florida points, and much cheaper than from California.

With the railroad investigations that are going on now, it is not at all improbable that this discrimination of freight rates will be remedied in the near future, having the effect probably to restore the old California rate of nearly a dollar and fifty cents per box to New York City, and a dollar and twenty-five cents to Chicago.

Cost of pineapples per crate from Isle of Pines to New York City, as follows:

Freight from Isle of Pines to Havana	$0.12
Havana—hauling to wharf	.02
Wharfage	.01
Lighterage	.03
Freight to New York City	.39
Primage	.02
Duty	.14
Total	$0.73

Florida, the principal competitor in the pineapple business, cannot get into New York City from the pineapple section quite as cheaply as this, in spite of the fact that the Isle of Pines has fourteen cents (14 cents) per crate duty to pay. This is also true of the Chicago market.

These rates on cost of shipping citrus fruits and pineapples are compiled from information given us by Agents of Transportation lines, commission firms and shippers, and we believe they are correct, but as they are subject to change by the Transportation lines we do not guarantee them.

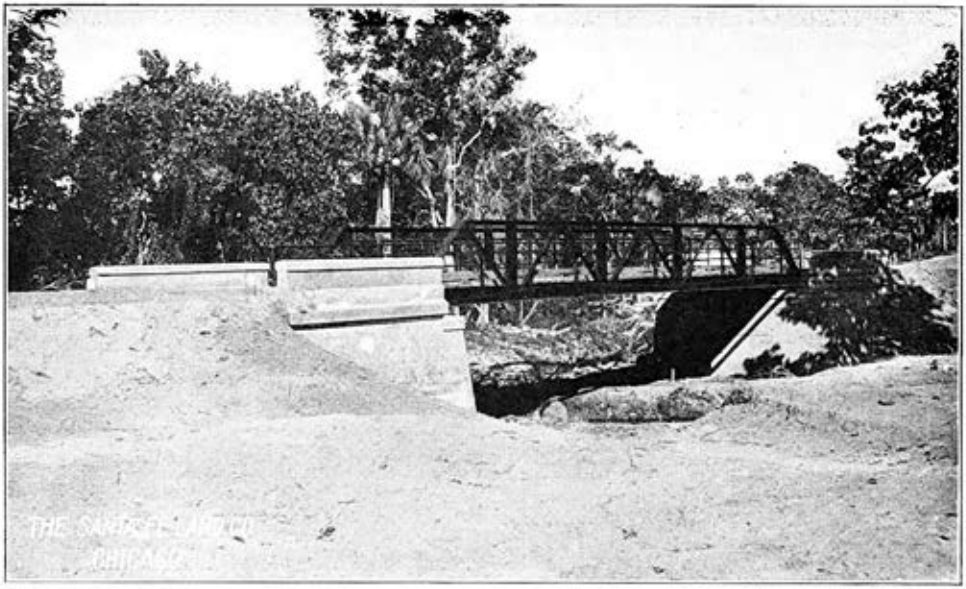
TRANSPORTATION FACILITIES

It is more than probable that whatever transportation lines there may be in the future that will operate directly from the Isle of Pines to the States, still more than 75 per cent of all the shipments in and out of the Isle of Pines will pass through the port of Havana, Cuba. The great markets of New York, Canada and Europe will not be attempted to be reached from the Isle of Pines only through the port of Havana, as a glance at the map will show that it is more than four hundred miles nearer this way than to attempt to make the all-water route.

It must be borne in mind that an unusually low rate on fruit and vegetables between the Isle of Pines and Havana exists now, and has existed for years; a rate of only approximately 12 cents a box on grapefruit, oranges and lemons, and the same rate of 12 cents per crate on pineapples and vegetables. Once at Havana, shipments connect with vessels of great tonnage in every direction, much larger and faster than it will ever be practical to run from the Isle of Pines direct to the States, and these vessels will, of course, be enabled, on account of their size, to make good time; the large Ward Line steamships making the run now from Havana to New York in 2⅔ days. Fortunately the Gulf Stream is in favor of shipments in Northerly directions, as these same vessels take nearly four days to return from New York to the port of Havana.

The rivers of Jucaro and Casas have been dredged by the Government to a depth sufficient to take vessels of as deep draft as will ever be necessary to ply between the Isle of Pines and the Southern port of Cuba, Batabano.

BOAT HOUSES ON AN ISLE OF PINES RIVER.



A SAMPLE OF SUBSTANTIAL BRIDGE BUILDING ON THE ISLE OF PINES.

As the productions of the island increase, as many vessels can pass over this route as will be necessary to transport the freight.

The ever increasing productions of the Island, together with the natural increase in population, will, of course, result in an ever increasing transportation service. Boats leave the Isle of Pines late in the evening and connect at Batabano early in the morning with a through train to Havana, so that it is possible for fruit and vegetables packed in the late afternoon of one day to pass out of Havana harbor to some Northern port the following day.

Such shipping facilities as these are not equaled at the present time by many sections that are much farther advanced.

AVAILABLE LANDS

It is apparent from the size of the island that the amount of available land to be had is limited, and were the many wonderful qualities of this land, with its suitable soil, beautiful climate and healthful atmosphere but known to the public, there would not be an acre of it remaining that could be bought at anything like present prices within the next ninety days. In a recent special issue of the Isle of Pines Appeal, it states that over two-thirds of all the land of the Isle has now passed from the ownership of the large land companies into the hands of individuals and small investors. Those who buy land anywhere on the island, at present prices, can rest assured of a steady appreciation in the value of their investment for many years to come.

No frost, no extreme heat of summer, no fruit tree irrigation, good soil, pure water, fine springs, healthful climate and a good location make these lands the most valuable citrus fruit and winter vegetable lands in the world.

THE SANTA FE LAND COMPANY

This company was incorporated in November 1902, under the laws of the State of Iowa, with a fully paid capital stock of $150,000.00. This company

was formed for the purpose of purchasing and handling the Santa Fe Plantation, which at the time of purchase approximately comprised 28,000 acres. The company has a deed and a clear title to its property, and its financial responsibility is absolutely unquestioned. Every officer and director is able to furnish banking references, and, as references, the company mentions, by permission, The First National Bank of Chicago, the Royal Bank of Canada, Havana, Cuba, the Trust Company of Cuba, Havana, Cuba, and The National Bank and Trust Company of the Isle of Pines.

All of the above banking references apply also to the Isle of Pines United Land Companies.

THE SANTA FE PLANTATION

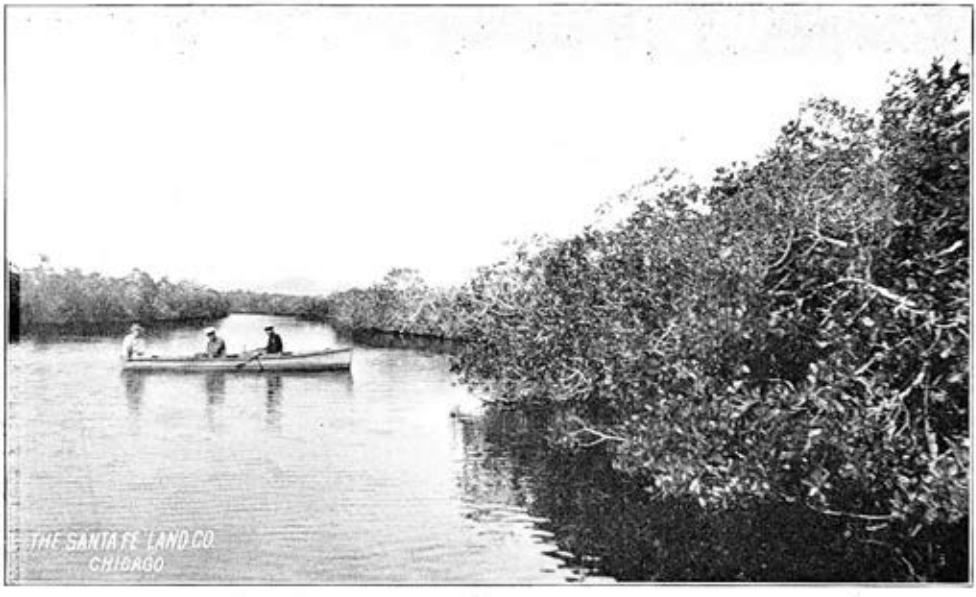
This plantation, containing originally 35,000 acres, including the "Almacigos" segregation, possesses more combined advantages than any other on the island, having a sea frontage of between eight and nine miles, over twenty-five miles of river frontage, the best constructed and commodious dock at Jucaro, and the deepest river landing, a frontage of eighteen miles on the three fine government roads or "calzadas," and bounding on all sides the old and famous town of Santa Fe, the most desirable residence town of the island, and containing the wonderful mineral springs. The plantation has also other springs than those in the town of Santa Fe.

LOCATION. The Santa Fe Plantation is situated on the east coast of the Isle of Pines, a little north of the center of the island.

It is bounded entirely on the north by the Jucaro and Mal Pais rivers, which are navigable for several miles along the boundary of the plantation.

The Santa Fe river flows along the northern and western part of the plantation and nearly all its waters are contained in the estate which bears its name. All the waters of the Bernardino and Cayamas rivers are contained in the plantation. Besides the above named, the Santiago and Guayabo rivers aid in forming the southern boundary.

AN ISLE OF PINES COUNTRY SCENE.



BOATING ON AN ISLE OF PINES RIVER.

Years ago the government built a wharf at Jucaro, on the Jucaro river. This landing place was secured from the Santa Fe Plantation, and is the best and most natural shipping point for all who own land in the eastern or central portion of the island. It is in close proximity to all who settle on this plantation. The government has also constructed two fine roads—one running from Nueva Gerona to Santa Fe, and the other from Santa Fe to Jucaro. The cost of these roads has been estimated at several thousand dollars per mile. The road from Nueva Gerona to Santa Fe traverses this plantation for about five miles and the road from Santa Fe to Jucaro is contained entirely in the plantation.

Everything that is growing anywhere on the island can be found somewhere on this vast estate.

As a result of the above mentioned advantages, as well as many other, it is only natural that this plantation is now, and always has been, looked upon as the most valuable and important on the island. It is safe to say that a large percentage of the improvements of property made by American owners on the island are found within a radius of five miles of the town of Santa Fe.

We have sold land to nearly eight hundred Americans, the majority of whom have means enough to improve and beautify their properties, so that congenial neighbors are assured all customers.

THE ISLE OF PINES UNITED LAND COMPANIES.

This company was formed in November, 1909, under the laws of Iowa, with a fully paid Capital Stock of $250,000.00.

This company was formed for the purpose of concentrating ownership to properties in various plantations owned for the most part by Robert Irwin Wall and Clement J. Wall.

Like the Santa Fe Land Company it is a close corporation, all of the

stock being owned by Robert Irwin Wall and Clement J. Wall or their immediate families.

This corporation owns about 15,000 acres of land, consisting of all the Plantation El Hospital, about 8,000 acres; all the Plantation El Hatillo, about 4,000 acres; about 1,300 acres in Almacigos Plantation, 1,200 acres in San Juan Plantation and 500 acres in Santa Fe Plantation.

The El Hospital Plantation has a location that is remarkably favorable, as some of the tract is as close as two miles to the town of Santa Fe, while more than half of its entire acreage is less than five miles distant from the center of the town. This tract is of unusual good quality and exceedingly well watered by numerous rivers and creeks. The company has already built a splendid automobile road from Santa Fe to about the center of the tract and plans in the early fall to build several additional roads in the tract.

The location and quality of this tract of land is such that it would have been developed prior to this time if it had been on the market. Definite plans have been matured as to the disposition of this tract, some of said plans having already been realized.

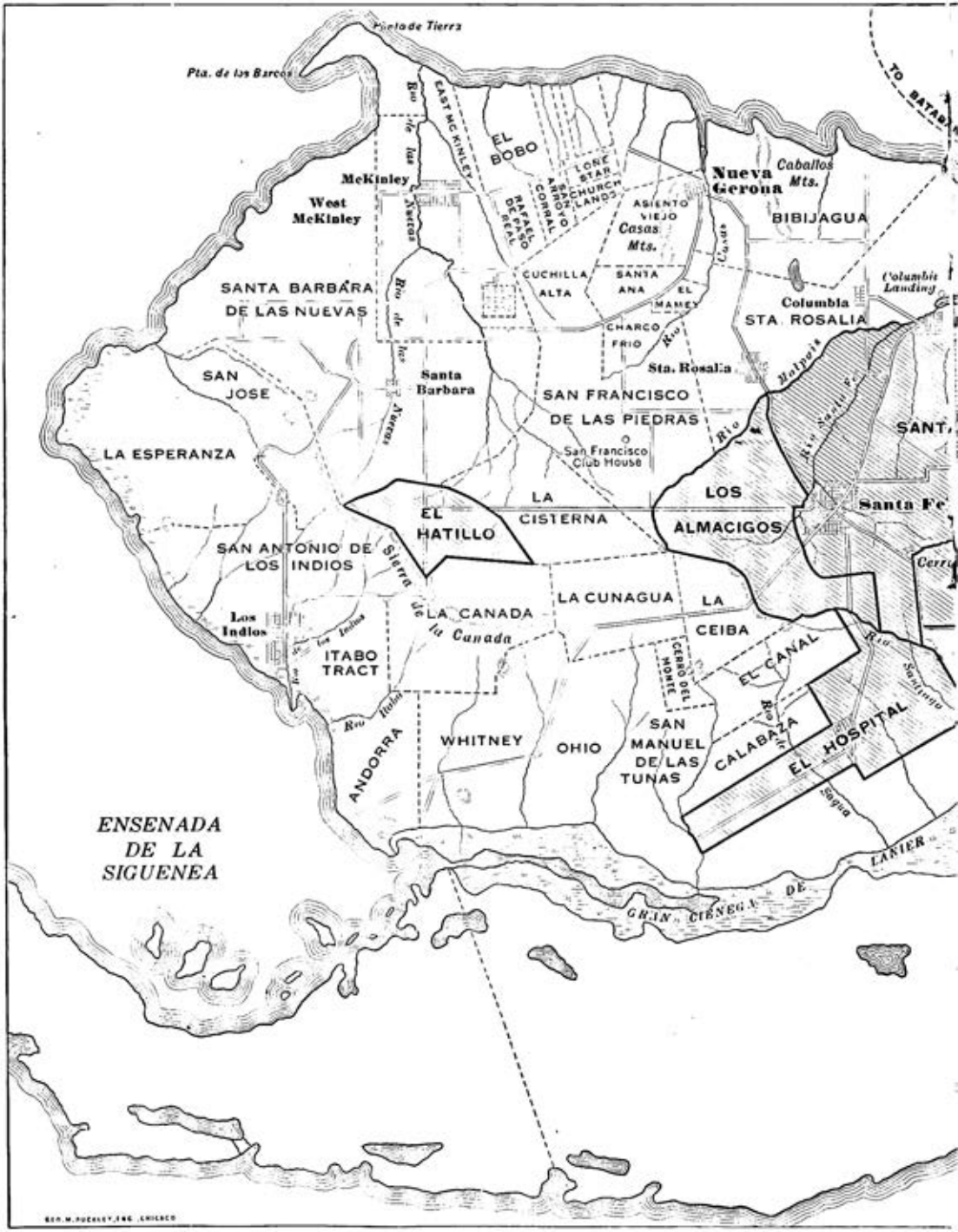
Further information regarding lands in this Plantation will be contained in special literature and furnished on request.

THE ALMACIGOS PLANTATION, formerly a part of the famous Santa Fe Estate, adjoins the Santa Fe Plantation on the west. It was purchased by an American Corporation, of which Robert Irwin Wall was Director and Treasurer, in the year 1901. It contains today some of the best homes and citrus fruit groves to be found on the Island.

THE PLANTATION OF SAN JUAN adjoins the Santa Fe tract on the south and the land owned by the Isle of Pines United Land Companies on this tract for the most part adjoins or is very close to the plantation of Santa Fe. The land owned by this Company, on the San Juan tract and the Almacigos tract, is land carefully selected from a large amount of other land by Mr. R. I. Wall, who has lived on the Isle of Pines for the past ten

A COUNTRY RESIDENCE ON THE ISLE OF PINES.

MAP OF THE ISLE OF PINES, WEST I



Land is the basis of all wealth.
Land values on the Isle of Pines are in their infancy.
Titles perfect. Warranty deeds given.
Fertile soil and varied products on the Isle of Pines.
Over 99% of the Isle of Pines is today owned by Americans.
Best climate in the world.
Cyclones, blizzards and sunstrokes are unknown.
Isle of Pines raises crops every day of the year.
No grapefruit is grown anywhere equal to that of the Isle of Pines.
Summers on the Isle agreeable and healthful.
Every day is a growing day for Isle of Pines products.
Irrigation is not necessary on the Isle of Pines for the cultivation of citrus fruits.
The Isle of Pines is nearer New York than Des Moines, Iowa.
Educational, social and religious advantages on the Isle of Pines are good.
In shipping facilities the Isle of Pines is ten days nearer New York than California.
Wells of pure, fresh water are obtained at a depth of ten to thirty feet.
Land is worth what it will earn, and on this basis Isle of Pines lands are selling for a fractional part of their intrinsic value.
No fuel or winter clothing bills on the Isle of Pines.
No finer oranges are grown in the world than are grown on the Isle of Pines.
The Isle of Pines is essentially a white man's country.
Health, wealth and happiness can all be obtained on the Isle of Pines.
A limited residence on the Isle of Pines will cure, or at least greatly benefit, all cases of rheumatism, catarrh, asthma and nervous disorders.
Any day of the year is a good time to visit the Isle of Pines.
Freight on all products to New York is far less than from California and Florida.
Northern residents can have their improvements honestly and economically made.
The Isle of Pines will grow anything and everything that can be raised in Florida, Southern California or Cuba.
It is very rare for the temperature in the winter months to fall to 55 deg. on the Isle of Pines.
Nights are always cool on the Isle of Pines.
Winter vegetables, under intelligent cultivation, always a sure and profitable crop on the Isle of Pines.
Cheap water transportation for Isle of Pines products to New York, New Orleans and Mobile.
All mercantile lines well represented at Santa Fe.

A COUNTRY RESIDENCE ON THE ISLE OF PINES.

years. Mr. Wall lived for a number of years in the citrus fruit district of Florida before settling in the Isle of Pines. No man on the Island is a better judge of lands than Mr. Wall, and all the acreage owned by the Isle of Pines United Land Companies on both the Almacigos and San Juan tracts were lands that had been carefully examined by him and recommended for purchase, or previously purchased by him for his own investment.

THE EL HATILLO PLANTATION, containing approximately 4,000 acres, is most advantageously located for those who are interested in lands on the west side of the Island. It is situated between Santa Barbara Heights and Los Indios, and is only about six miles from the Los Indios Dock. Many of the best homes and groves of the western section of the Island are immediately adjoining this tract on two of its sides. The Spanish name of this Tract, "El Hatillo," signifies "little center," and the name is applicable in that when a system of about six miles of road in the Tract is built it will be very accessible to and from all parts of the Island. This Company intends to construct these roads during the present year 1914. The Tract is well watered, natural drainage and unusually desirable in every way.

TITLES

The titles to all the properties of the Santa Fe Land Company and the Isle of Pines United Land Companies are perfect. They have been examined and passed on by the best attorneys in Cuba.

Deeds are recorded in Cuba, each transfer entailing considerable more "red tape" than is the case in the United States.

In Cuba the notary is a state official of importance. He is required to go through a ten years' education in college and in the university before he is eligible as a notary. He is responsible to the Cuban Republic and must see to it that a deed, which he prepares, must be perfect or he is liable to forfeiture of office. The notary is the original custodian of a deed.

For absolute protection to property owners and a system of recording, transferring, etc., the old Spanish methods still in vogue in Cuba are much

superior to our American methods. We could, with much benefit, take a few lessons from Cuba in this respect.

PRICES AND TERMS

The Santa Fe Land Company and the Isle of Pines United Land Companies at the present time—June, 1914—offer for sale in acreage of ten, twenty and forty-acre tracts, lands located on the Santa Fe, Almacigos, El Hospital or the San Juan Estates at fifty dollars per acre and upwards, and will sell on partial payments when desired, deferred payments bearing six per cent interest. We consider ten to twenty acres of land a sufficient amount of acreage for the average purchaser. The variation in the prices of the land, from fifty dollars upwards, is largely determined by the location of the land and surrounding improvements, the quality of the land, as a rule, averaging up about the same.

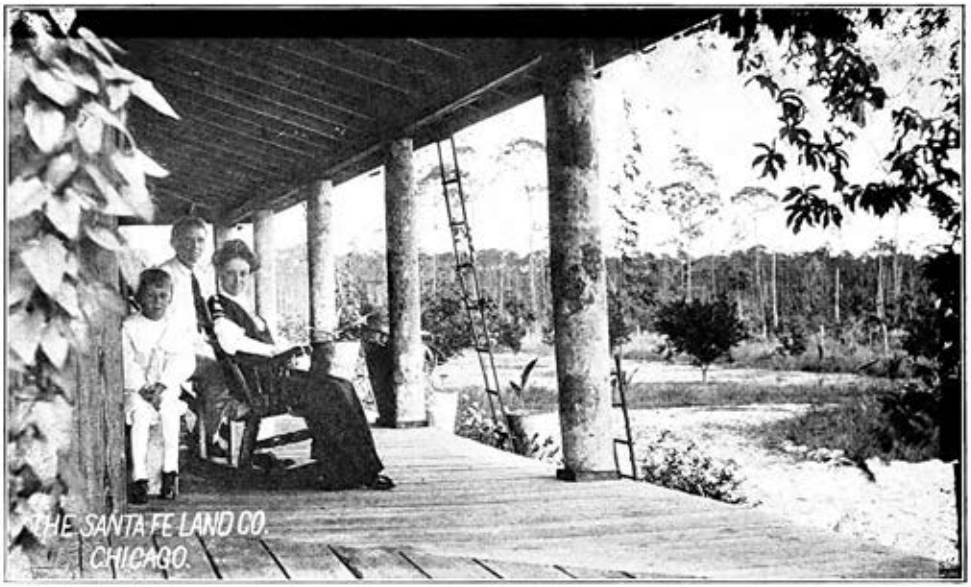
QUOTATIONS

Extracts from the report to the United States Government of Consul-General Steinhart of Cuba on the Isle of Pines, in a response to a request of the Department of State.

In this report, under date of September 27, 1905, among many other things, all favorable to the general conditions of the Island, on the subject of harbors and rivers, Consul-General Steinhart says:

"The island has a number of rivers of excellent water, the most important of which, emptying on the north coast, are the Nuevas, composed of several mountain branches and streams and navigable for a number of miles, and the Casas, composed of several mountain branches, near the mouth of which Nueva Gerona is situated. Within a few miles of Nueva Gerona, to the east, is a harbor into which vessels drawing between 15 and 20 feet of water can enter, and a few miles to the west of the same point is another harbor which will admit vessels drawing from 20 to 25 feet of water. There are also several harbors on the west side of the island that will admit vessels drawing the same amount of water. To the south of the island the waters are very deep. On the

FISHING IN AN ISLE OF PINES RIVER.



A COMFORTABLE VERANDA ON AN ISLE OF PINES COUNTRY HOME.

northeast coast is the town of Santa Fe, located on the stream of the same name, which is also navigable for small craft.

The river Casas rises in the highlands of the north near Santa Rosalia. It flows north, passes Nueva Gerona, the capital, to which point it is navigable for the steamer which plies between the island and Batabano on the Cuban coast, and enters the sea about the center of the north coast of the island, between Fuera and Barcos points.

The Santa Fe River, one of the most important streams, with many small tributaries navigable to Jucaro, rises about the center of the island and flowing northeast, enters the bight between the points Fuera and Potrero. On the main stream is situated the town of Santa Fe, which has important thermal springs.

These warm mineral springs, for which the island has a world-wide reputation, judged from official and individual reports as to the curative properties, are especially noted for curing stomach and kidney diseases and rheumatic troubles. Baths are erected over the springs and the island is visited by many invalids, who find relief from the diseases mentioned.

On the subject of agricultural resources, General Steinhart says:

The island produces fruits of all kinds, and certain parts are probably as well adapted to tobacco culture as that of the famous "vuelta abajo" district of Cuba. The rich arable land scattered among the hills is especially suitable for tobacco, although it can be used also in the cultivation of sugar.

The soil is so fertile and the climate so salubrious that all the fruits and vegetables of the tropics and nearly all vegetables and some of the fruits of the Temperate zone can be grown.

At the close of the Spanish-American war, there was published by the N. D. Thompson Co., of New York, Chicago and St. Louis, a publication entitled "Our Islands and Their People." It was issued as an expensive work of art, sold by subscription in "Parts." The publishers spent thousands of dollars in preparing the work, employing a large number of photographers, artists, and descriptive writers instructed to "write up" our new possessions truthfully and as they found them. This publication is recognized as a most perfect photographic and descriptive representation of the islands lately acquired from Spain, embracing the West Indies and the Philippines.

In the second volume of the work will be found an extensive and very interesting description of the Isle of Pines. A few quotations from same are herewith given.

N. B.—It should be remembered that this work was published before there was an American investor on the Isle of Pines.

"The Isle of Pines is an ideal gem of the ocean, possessing attractions of climate and resources of natural wealth that will insure it a large and enterprising population at no distant period in the future. The climate is delightful; the air is pure, dry and balmy, and the winds coming from the sea, and passing over pine forests, are mild and invigorating. Both along the seashore and in the interior, the country is beautiful and picturesque, presenting many of nature's rarest charms in rolling hills and intervening valleys covered with the variegated green verdure of the tropics. The inhabitants are gentle and courteous in their intercourse with strangers, possessing a natural dignity and simplicity of manner, and an openhanded hospitality that are peculiarly gratifying."

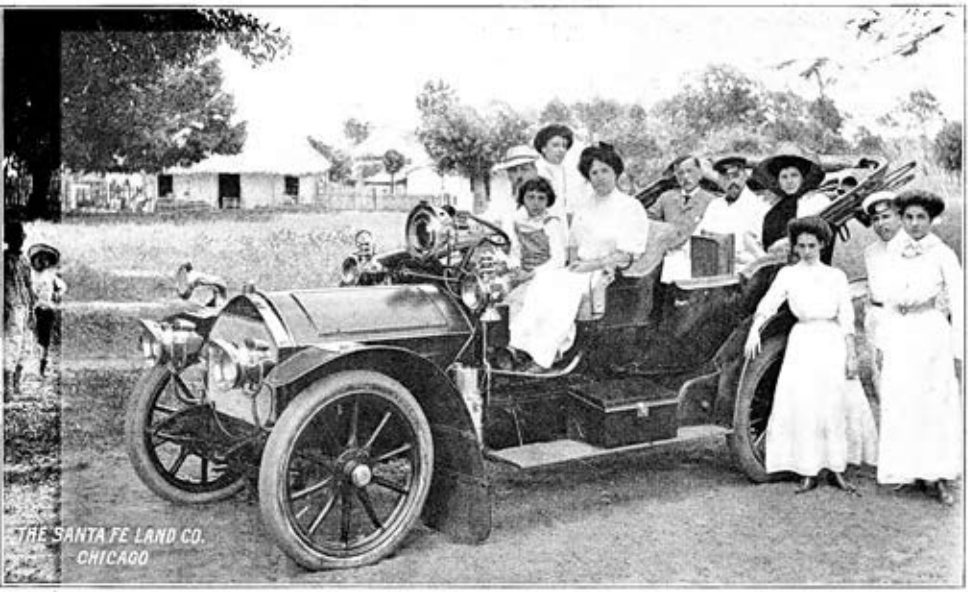
"The selfish commercialism of thickly populated countries has not yet invaded this region, and one who desires to experience the pleasure of a hospitality that comes from the heart, and enjoy nature in her best and brightest moods, should visit this beautiful island of the pines."

"Among the native agriculturists, the cultivation of the pineapple is extensively engaged in. The fruit ripens perennially on the Isle of Pines, requiring but little care or cultivation. A single pineapple grows on each shrub, and upon the maturity of the fruit the stock is entirely trimmed of its branches. From this stock are produced several additional shoots, which in due time likewise yield their fruitage. Bananas are also extensively grown, and by reason of their extraordinary size and flavor find a ready market in the various cities of Cuba, to which they are shipped.

"Other staple products of the island are sugar cane, vegetables and tobacco, all of which thrive luxuriantly, yielding an average of two crops annually.

"Fruits in their wild state are exceedingly prolific throughout the northern section of the island, and include guava, caimita, maranon, papava, pineapple, orange and mango. In addition to these, there flourishes a peculiar fruit known as the 'cocoaague' or water cocoanut, and from which a delightful and entirely harmless beverage is obtained. The ordinary cocoanut also grows in great profusion.

SMOOTH CAYENNE PINEAPPLES.
This is a very fancy variety and grows to perfection on Isle of Pines and usually brings high prices.



The Russian Consul to the Cuban Republic, with his family and Official Staff, spending a month at Santa Fe and taking advantage of the Santa Rita Baths and the Drinking Springs.

"The opportunities open to investors and homeseekers in this Island Utopia are perhaps larger and more attractive, in proportion to its area, than in any other of our recently acquired possessions. Nature has been so lavish in her endowments that but little in the way of artificial improvement can be accomplished by mankind. The chief necessities, however, are the introduction of modern implements and machinery for the development of the island's existing resources. The agricultural implements in general use are of the crudest possible design. For example, plows are invariably fashioned throughout of hardwood, in one piece."

"A pineapple orchard is a very profitable investment, requiring comparatively little capital or labor, and bring returns within less than two years from the inception. It is said to be the most profitable of all tropical crops, except bananas. The methods of cultivation have been crude, but the profits are enormous."

"The growth of pines which covers a large part of the island is said to be something remarkable, while cedar, mahogany, and other valuable woods are abundant. In fact, the wealth and natural resources of this delightful island are so great as to be almost inconceivable."

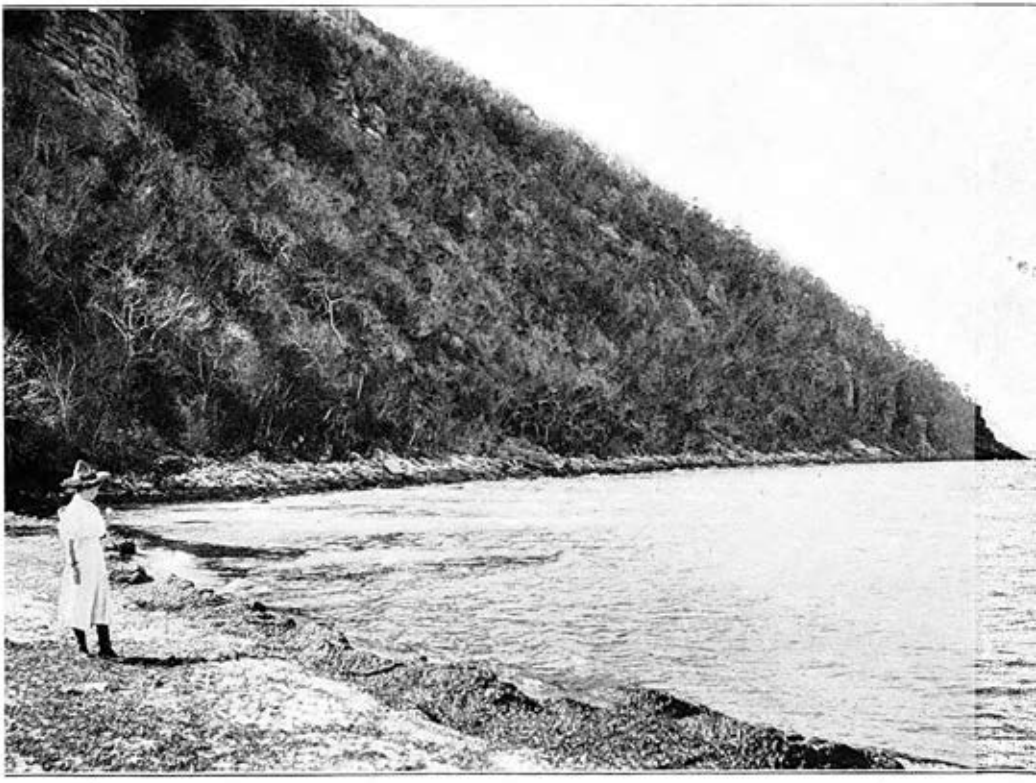
"The celebrated magnesium springs, on the Isle of Pines, are situated in the village of Santa Fe. The location is picturesque in the extreme. The little village with its quaint, unpretentious inhabitants, lies six miles inland on the banks of the Rio Santa Fe. The perennial forest of the beautiful vale, in the midst of which flows this limpid stream, all but hides the settlement from view, while on either side the verdure-clad hills arise, forming a landscape unequaled in beauty anywhere throughout the West Indies. The houses of Santa Fe are of two distinct characters, the most popular consisting of framework structure thatched throughout with palm leaves. This style of habitation is preferred, not so much because of its extreme economy, for lumber is plentiful, but on account of its superior coolness. The other style of building is constructed on the conventional Spanish lines, with concrete walls and tiled roof. A few of the latter are patterned somewhat after the villas of the aristocratic Cubans and present an appearance closely bordering upon elegance. In fact, these, as a rule, are the summer homes of wealthy families of Havana, who are allured hither from the gay environments of the Cuban capital, partly by the combined attractions of climate and scenery, but mainly by the wonderful restorative virtues of the neighboring springs. These are delightfully situated on a small wooded stream in the town. The main spring* wells up from the depths of a rocky aperture in the midst of a sylvan glade. The waters of this

*THE MAGNESIA DRINKING SPRING located in Santa Fe town site under the bridge where the Calzada crosses the Santa Fe River.

spring are clear as crystal. From an authentic analysis the water shows the presence of magnesia, iron and silex, sulphate, carbonate and nitrate of lime, chlorides of sodium and calcium. The curative virtues in the most stubborn case of stomach complaint, including the worst forms of indigestion, are truly phenomenal. In addition to the foregoing ailments, rheumatism and blood disorders are effectively cured through the exclusive agency of these waters, while bronchial and pulmonary afflictions speedily yield to their influence and that of the climate. Near by the principal spring is located a structure containing two separate pools with stone floors for bathing purposes. The water for this establishment is supplied by a separate spring.* The temperature of which is upwards of 80 degrees Fahrenheit. The course of treatment as followed by the frequenters of this resort is to drink copiously from the springs throughout the day, besides taking two daily baths in the neighboring pools, one immediately upon arising in the morning and another before retiring at night."

Some miraculous instances are cited by the natives of the island of cures that have been accomplished by these waters, and it is the popular belief that no ailment short of a mortal wound is impervious to their influence. Samuel Hazzard, the celebrated writer, had occasion to visit these springs a quarter of a century ago, and related the following facts concerning their wonderful curative qualities: Lounging around Havana with a severe bronchial affection, I was informed officially that I would have to do one of two things for a cure, either give up smoking or go to the Isle of Pines and take the miraculous waters of its mineral baths. The disease necessitated the interior of my throat being frequently touched with caustic and salts of copper without any material benefit. In coming here to the Isle of Pines I in no respect changed my way of living, being only careful to take my two baths and drink four glasses of the water per diem; yet at the expiration of ten days, when I left the island, I was completely cured and have never since had a return of the complaints. In former times the natives worshipped the

*The Santa Rita Thermal bathing springs, about 900 feet northwest of the MAGNESIA DRINKING SPRING.



A SHORE SCENE ON THE ISLE OF PINES.

A COUNTRY HOME IN THE FOOT HILLS, ISLE OF PINES.

ırger of the springs, believing it to be inspired by an unseen spirit, and even to the pres-nt time a certain veneration on their part clings to the locality.

"The trip involves comparatively little expense and no fatigue, the necessity of a long ea voyage around Cape San Antonio, on the west coast of Cuba, being obviated by a irect route via the city of Havana. From this point the journey is continued by rail cross the island to Batabano, whence a comfortable steamer makes weekly trips to he Isle of Pines, some sixty miles beyond. This arrangement results not only in the aving of much time, expense and discomfort to the traveler, but also embraces a visit to ıe historic Cuban capital. The steamer route from Batabano to the island is most charm-ıg, extending as it does for the entire distance in and out among the chain of diminutive ıles known as the Mangle Cayos."

"Thus it will be seen, that the Isle of Pines, far from being the desolate region such s the world has long pictured it, is for the most part a veritable paradise to be generously eopled by the progressive race that has inherited it as a gift from Mars."

Mr. W. J. Thompson, a former expert specialist for Swift & Company, Chicago, on soils and fertilizers necessary for same, in whose service Mr. Thompson has traveled all over the world making a study of citrus fruit ands, after an extensive visit on the Isle of Pines and a most thorough ex-mination of the soil and natural conditions of the island, among many other avorable comments, says:

"In respect to physical properties, the soils of the Isle of Pines are equal o any in the world for fruit culture."

Richard Harding Davis, the famous novelist and war correspondent, vas sent to the Isle of Pines by Collier's Weekly to write up for that periodical he political status of the Isle.

Mr. Davis made an extensive personal examination of the Isle, and a long and very interesting article by Mr. Davis appeared in Collier's.

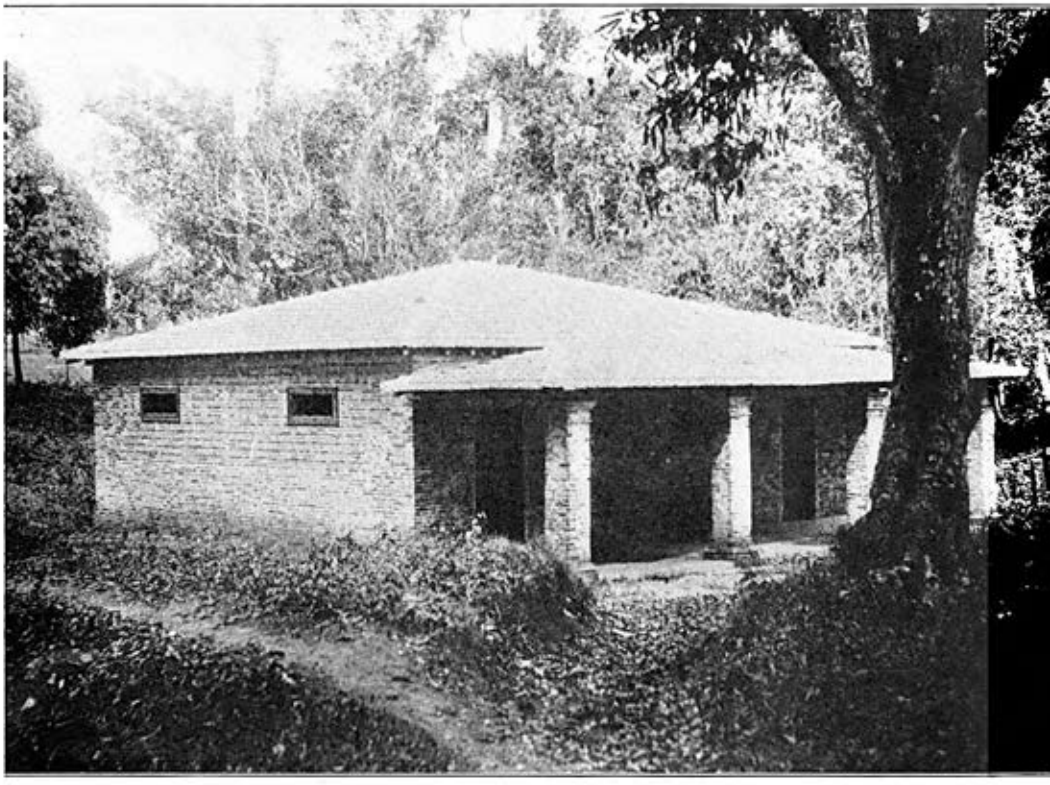
Mr. Davis writes in the most flattering manner of the Isle of Pines. Among other things in this article he says:

"I can truthfully testify that I did not meet one settler on the island who was not contented with his farm. Most of them were wildly enthusiastic."

Mr. Davis writes: "The men I met—and I went all over the island—were genuine settlers. They were men who had sold their farms in the States and who had come to the Isle of Pines to make a new home and were as busy as bees in making it. Few rich Americans still retaining their other interests in the States, have made of the island, a sort of winter resort. They own large tracts of land, and having capital, are operating in a big way. But each of them, whether he owns ten or five thousand acres, exhibited that same enthusiasm which in our West you find in the inhabitant of a booming town or a new territory. Each had the tremendous local pride, and the quick jealousy of the pioneer in the thing he helped to create, and in most cases each showed the cheeriness and hopefulness a man feels who is working for his own hand, and not for a middleman, and whose work is good.

"These men are as fine representatives of the American of modest means as you will find in any part of our country."

The native element on the Isle of Pines consists in most cases of full-blooded Spanish people—hard working, law-abiding, peaceable, hospitable and honest—who invariably command the respect, after acquaintance, of all



SANTA RITA THERMAL BATHING SPRINGS.
These baths have been in use for more than 75 years. They are known extensively throughout all Cuba and Spain. Many remarkable cures of stomach, bronchial, catarrhal and nervous troubles, as well as cures of rheumatism and other ailments, have been placed to its credit.

TYPICAL VIEW IN EL HOSPITAL TRACT, SHOWING PINE GROWTH.

TYPICAL VIEW IN EL HOSPITAL TRACT, SHOWING PALM GROWTH.

Americans. Intemperance among the natives is almost unknown. The island has also been remarkably free from political turmoils and dissensions, for which Cuba is more or less famous; in fact, the native population on the Isle of Pines is distinctly different in character and disposition from the average native of Cuba.

While the majority of the population of the Southern Gulf States consists of colored people, on the Isle of Pines not over fifteen per cent of the present population is colored. The Isle of Pines may be regarded as strictly a white man's country, a condition almost impossible to find in the South,

It would be difficult to select a trip, for the distance, as pleasant and instructive as a trip from the North to the Isle of Pines. Havana can be reached from New York by a four day's sea ride on a steamship line equaling the majority of the trans-Atlantic liners, or can be reached by steamship

lines from New Orleans, Tampa or Key West, Fla. A trip to any one of these Gulf ports includes an extremely interesting journey through historical cities and points of interest of our Southern States. On arrival at Havana, one finds the seventh most important city in the world in commercial importance, and a city of wonderful interest and attractiveness to a Northern visitor.

When it is borne in mind that there is a very keen business competition between the Americans of Havana, Cuba, and those of the Isle of Pines and that the Press of Havana has never been, naturally, inclined to say anything particularly flattering of the Isle at any time, a few quotations might be interesting. The Havana, Cuba, *Post* has been for the past ten years the most influential and possesses the largest circulation of any English paper printed in the West Indies, the editor and publisher of the *Post,* after spending a week on the Isle of Pines visiting the Fair at Santa Fe, wrote and published the following editorial in the issue of February 15, 1914:

"The recent fair and horticultural exposition held at Santa Fe, Isle of Pines, was in the nature of a revelation to those unacquainted with its resources and products. It is indeed the "Gem of the Caribbean." Its fertility is diversified and nearly virgin in exploitation. The northern half of the isle with its 350,000 acres of tillable soil has untold agricultural possibilities. The Isle of Pines has suffered from neglect by the Cuban government. Previous administrations promised much and did little. However, it is now apparent that the Menocal administration expects to give the isle a "square deal." Already public improvements have begun, and others are scheduled to follow.

Last season over 100,000 crates of citrus fruits were exported to the northern markets. There will be a considerable increase next season, and each succeeding season may show substantial gains. As evidence of the faith the "islanders" have in the isle, new citrus fruit groves are being set at the rate of 1,000 acres a year. But with all this wealth of natural resources, the isle does not need settlers without a fair amount of working capital to begin with. It is gratifying to see the civic pride that is manifested among its citizens. So many "American colonies" in foreign countries think too much of the "individual" to ever reach the pinnacle of "success for the whole." The Americans in the Isle of Pines appear to be "pulling together" for the prosperity of their colony, instead of every man for himself, and too frequently by the back of his hand to his fellowman.

A CHARACTERISTIC SCENE ON THE ISLE OF PINES.

A PICNIC SCENE IN FEBRUARY AT ONE OF THE ISLE OF PINES BEACHES.

The Havana Post has been accused of being unfair to the Isle of Pines, but unjustly so. It was opposed to some of the initial work there; the bringing of near-penniless persons, without knowledge of conditions and ability, both financial and educational, and will always be opposed to such methods no matter where they are exploited.

But the days of "real estate schemes" have apparently passed, and its people have struck "pay dirt." These Americans came into a strange country, unacquainted with customs, conditions or language, but they came prepared, not only financially, but with that American pluck and perseverance that wins.

They have been to the West Indies what the brawny pioneers who followed the unhewn paths into the then western wildernesses of the Middle West were to American development."

Mr. Edward F. O'Brien, a newspaper and magazine writer of international reputation, now editor and publisher of *The Times of Cuba,* a magazine of such editorial brilliancy that before its second year of publication had ended has enjoyed such a phenomenal success as to cause wonder and amazement in all newspaperdom, also spent "Fair Week" on the Isle, and in his issue of *The Times of Cuba,* March 14, 1914, writes as follows:

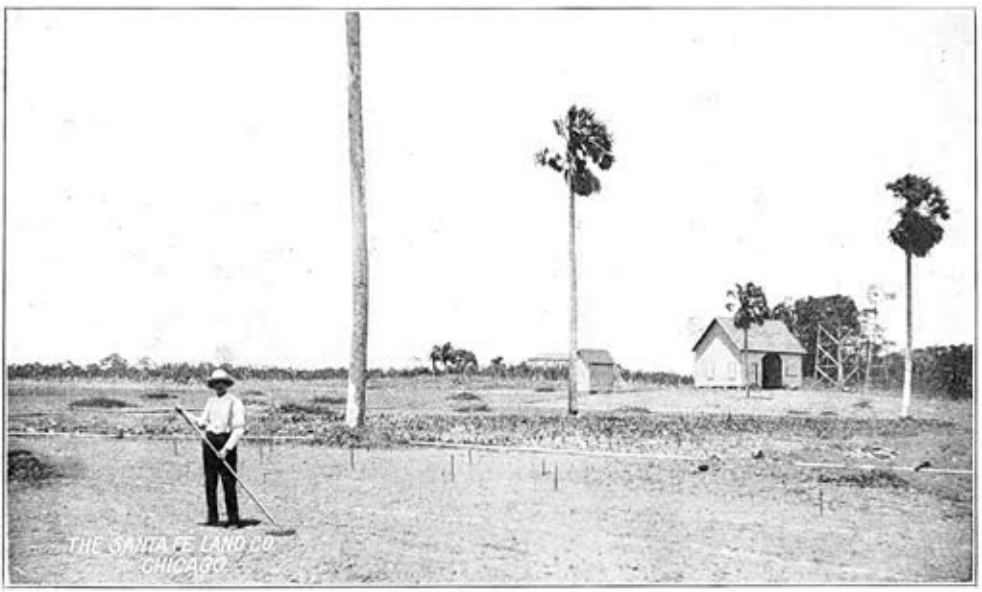
"During the month of February we were privileged to attend the Isle of Pines fair at Santa Fe and to study at close range some of the conditions on that fertile island. We will not say that we were agreeably surprised at the progress being made by Americans in the Isle of Pines, because we already understood that a hardy band of pioneers was successfully engaged in carving out a little piece of the homeland from the pine-clad tropical slopes, and our impression was agreeably confirmed. Contrary to the opinion held by some persons who do not know much about the Isle of Pines, the unloading of land upon the credulous northerner is not the sole business of its promoters. On the contrary, the main purpose of the Isle of Pines American seems to be to "boost." In fact they "boost" so consistently for outside consumption, that we were not at all surprised to find on close inspection that they "knock" just as hard among themselves. But, if there is such a thing, it is most of it healthy "knocking." It is the spirit of competition and progress. Is it a matter of selection as a place of investment? Then listen to the chorus!

Space only prevents numberless other examples of local competition and contention. But let it be a question of whether the investment is to be in the Isle of Pines or some other island (we almost caught ourselves saying Cuba)? Then listen to the harmonious expatiation upon the overwhelming advantages of the Isle of Pines—and the Isle of Pines as a whole, mind you, not Nueva Gerona, or Santa Fe, or Santa Barbara, or San Pedro or Los Indios, or any other of the delightful locations for homes or investment.

And the Isle of Pines sort of endeavor is good. Captain William E. Gonzales, the American minister, looked and found it good. General Nunez, the secretary of agriculture, and his most efficient co-worker, Mr. Robert M. Luaces, director of agriculture, went and were convinced—if they needed to be convinced.

The Isle of Pines News published a little daily newspaper during the fair. Everybody with an automobile (and there are more of them to the square mile in the Isle of Pines than anywhere else in the West Indies) lent it for the entertainment of the visitor; the residents of the isle threw their homes open for the entertainment of the stranger within their gates and everybody "boosted."

The Isle of Pines is the home of many earnest and capable Americans, many of them with considerable means, who have thrown in their lot with the isle for better or for worse, and most of them are convinced it is not for worse. The present season is practically the first that will show comparatively positive results in the growing of citrus, various groves being bound to show an excellent profit. More and more groves will come into productive bearing each ensuing season and future years are bound to be more and more prosperous. The early settlers who embarked in an unknown business with inadequate capital have either weathered the storms of adversity or have given up and returned north, and the present colonists are profiting by their experiences. The citrus fruit, pineapple and vegetable business in the Isle of Pines is no longer an experiment. It has been effectually demon-



PREPARING GROUND FOR WINTER VEGETABLES ON PROPERTY OF ROBERT IRWIN WALL.

AN ISLE OF PINES POULTRY SCENE.
The poultry business intelligently conducted on the Isle of Pines is certain to be lucrative, as there is always an active demand for the products.

strated that the soil and climate are favorable and that with the necessary capital and attention to the proper stock, cultivation and packing, the business will pay and pay well. Isle of Pines property can be sold on its merits by honest land companies which will not lure poverty-stricken northern failures with promises of easy money in a tropical elysium. It seems rather definite that the family with $500 to pay for land should have at least four times that amount in money or its equivalent to develop the property and live until it becomes self-supporting. With careful choice of advanced stock of marketable varieties the grove will support the owner in less than five years. Vegetables as a side crop will help.

The chief attraction of the Isle of Pines, in addition to its excellent system of roads, its mineral springs and natural advantages, is the atmosphere of Americanism. The communal life is that of the United States. It is not necessary to speak Spanish. The schools are American, the social life is American, and the people are good, stout, whole-souled, hospitable Americans.

The Isle of Pines and the "Pineros" are all right."

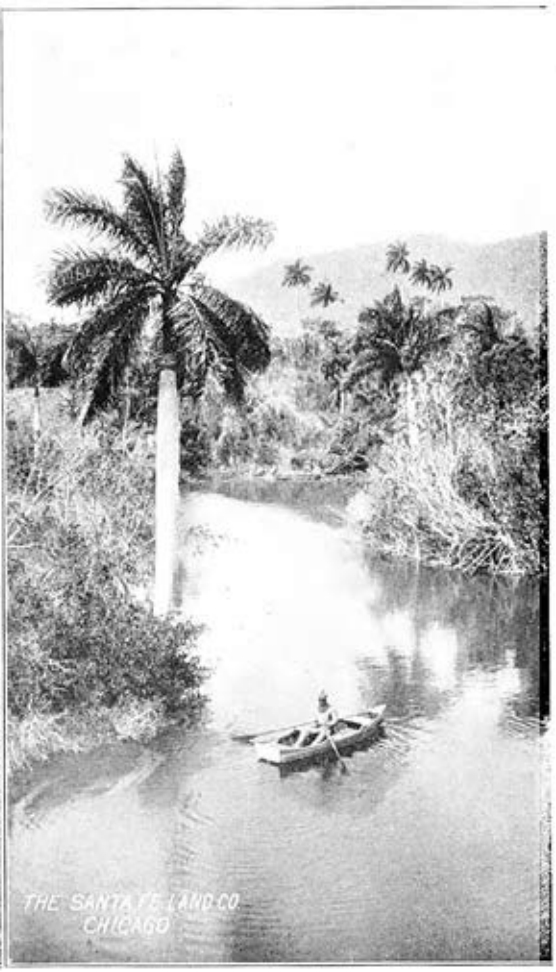
Mr. A. E. Willis, editor and publisher of the *Isle of Pines Appeal* (printed and published on the Isle), in the Tenth Anniversary number, dated April 25, 1914, editorially says:

"Chief among the assets of the Isle of Pines are its natural advantages. First, its climate, the most superb of any on the American continent. Then its waters, for the island abounds in mineral springs of great medicinal value, which for ages have been the Mecca of the ill and ailing from all parts of the world. They have proven their worth and their fame grows with time. Then the scenery, for there could be no more picturesque spot than this, with its mountains, and its rivers, and its bays, its grove-studded surface presents a picture which all must recognize as being

most attractive. And then its amusements: surf bathing the whole year; its splendid calzadas, where the sport of automobiling is unexcelled; and its yachting, the finest in the south seas; and its fishing, the delight of the most exacting angler; and its hunting, which in season is most satisfactory; so, all together, the Isle of Pines offers to the tourist, the winter resident, and the actual settler inducements difficult to excel.

The progress made here since the American occupation has doubled and sometimes trebled in a single year, so that now the acreage is sufficiently large to warrant the assertion that the bearing groves will increase in the future by leaps and bounds. There are hundreds and hundreds of acres being set now which in four years will be money-producing orchards, and the same has happened each year, so that the acreage of fruit-producing trees has increased at a ratio scarcely calculable. Not only does a tree yield a greater quantity of fruit each year until a certain age, but the fruit itself is of a much superior quality to that grown on the younger trees, so that while the increase in quantity continues, the value of the quality keeps pace with it. There are several communities in the island which already boast

SPANISH SENORITAS AT SANTA FE, ISLE OF PINES.



VIEW OF AN ISLE OF PINES RIVER.

AN ISLE OF PINES ESTATE NEAR SANTA FE.

almost a thousand acres of citrus fruit trees, and all of the communities are doing their pro rata of improvement."

In an issue under date of April 14, 1914, THE ISLE OF PINES APPEAL (the leading newspaper published on the Isle of Pines), prints the following statistics:

OTHER INSTITUTIONS

2 banks, 4 branch banks, 22 hotels, 5 postoffices, 28 American stores, 20 Spanish and Cuban stores, 5 stores (carrying a general line of dry goods), 35 stores (carrying a general line of groceries), 9 cafés and restaurants, 12 Spanish and Cuban cafés, 7 bakeries, 4 hardware (general), 9 garage and repair shops, 7 blacksmith shops, 7 saw mills, 3 planing mills, 24 manufacturing plants, 1 ice plant, 2 newspapers, 3 printing houses (job), 2 tin shops, 3 cigar factories, 3 box and crate factories, 2 furniture factories, 1 drugstore with branch, 5 butcher shops, 10 feed and grain stores, 5 doctors, 1 dentist, 5 tailors, 6 shoe stores, 5 men's furnishings, 1 plumbing shop and store, 1 moving picture theatre, 5 citrus packing houses, 2 dressmakers, 2 milliners, 10 commercial clubs, 21 social clubs, 1 cemetery association, 23 motor boats, 138 autos, 11 school buildings, 66 homes costing over $5,000 each, 444 homes costing under $5,000 each; grand total of 510.

CHURCHES

3 Catholic churches, 4 Episcopal churches, 5 Woman's guilds, 3 Methodist churches, 7 Union congregations, 6 Sunday schools, 1 Lutheran church. Christian Science services held regularly at Santa Fe and frequently at Nueva Gerona, Santa Ana and Santa Barbara.

In the same issue of the APPEAL the estimate of the citrus fruit crop for the season of 1914-15 is 500,745 boxes, which will be a great excess over the 1913-14 crop, and furnishes a striking illustration of how rapidly the citrus fruit shipments are increasing each year.

TEMPERATURES FOR 1913

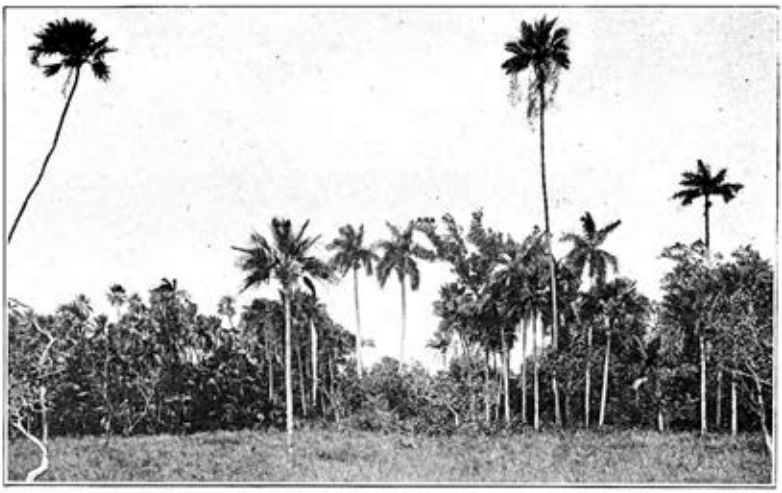
The temperature and rainfall for the year 1913 in the Isle of Pines, as reported by W. A. Watson, official co-operative observer, is herewith appended. It will make an interesting story to those who live in the North and who have been accustomed to the thermometer ranging over the 100 mark in summer and below the zero mark in winter. The Isle of Pines offers an even temperature for the visitor and settler:

1913.	Max.	Min.	Rainfall.
January	84	67	2.21 inches
February	86	64	6.85 "
March	90	68	2.42 "
April	88	63	4.77 "
May	88	70	13.31 "
June	84	72	16.05 "
July	91	73	3.18 "
August	91	71	5.75 "
September	89	72	14.08 "
October	88	72	8.10 "
November	82	69	0.86 "
December	82	64	0.00 "
			Total 77.59 inches

NOTES

The dominant population of the Isle of Pines is American. The American can now have in every sense of the word a home in the tropics surrounded by his own countrymen, talking his own language, American schools, churches, stores, etc. It would take one hundred years or more to Americanize Cuba or the Philippines in the same way. The extensive improvements now under

AUTOMOBILING ON THE ISLE OF PINES.



TYPICAL VIEW OF UNIMPROVED LAND OWNED BY THE SANTA FE LAND COMPANY AND THE ISLE OF PINES UNITED LAND COMPANIES.

way all over the island, together with the constantly increasing colonization and development work, are certain to rapidly enhance all land values.

Local improvement companies are prepared to take contracts and otherwise improve land for non-residents. These companies are made up mostly of men who have large financial interests in the Isle of Pines, and who wish to encourage the improvement of lands held by non-residents. For this reason, contracts are made on a very low basis of profit. There are also individual parties on the island who are reliable and thoroughly competent to make and fulfill contracts for clearing and otherwise improving lands.

There is an abundance of every variety of citrus fruit nursery stock to be found in the nurseries on the island.

It would be safe to say that the value of American investments on the island today will exceed $5,000,000.00. Over *ninety-nine per cent* of the lands *are now in the hands of Americans,* who are enthusiastic believers in the vast possibilities of the island, and who are determined to develop them to the utmost.

Only about twelve years ago there was not an American on the island. Although there were about 3,000 natives, nearly all white, not one per cent of the land was under cultivation, yet many of the natives are wealthy and none are in poverty. This gives a faint idea of the possibilities of the island from an agricultural standpoint. Several thousand Americans are now living on the island, and nearly twice as many more own property there. Many homes have been built and American towns have been founded.

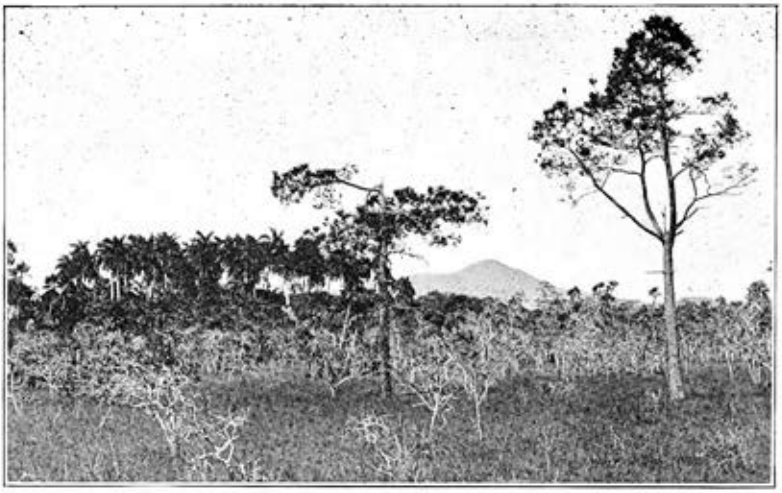
The many clusters and chains of small islands surrounding the coast, the beautiful sea at all seasons affords one of the most delightful places for yachting and sailing of all kinds of boats. Here one can spend the winter in perfect comfort sailing about the island and fishing. The rivers and the shallow sea about the island contain the greatest variety of edible and game fish, and fine lobsters. Here one can indulge in the exciting sport of tarpon fishing.

A great deal of work of all kinds was contemplated or started here by the American Government during its first occupation of Cuba. At the time it evacuated Cuba, May 20th, 1902, little of this work had been completed, and a large part not even commenced. Later on the Government took up the work

where General Wood left off, finishing the uncompleted work and making many new improvements.

The first appropriation for the Isle of Pines was made about eight years ago and was devoted exclusively to repairing the Calzadas between Jucaro and Santa Fe and Santa Fe and Nueva Gerona, together with the widening of the roads and the building of nearly seventy concrete bridges and culverts. A later appropriation was used for the dredging of the two principal rivers, the Casas and the Jucaro, deepening and widening the channels, and for sanitary work. This latter was carried on almost exclusively in the towns of Santa Fe and Nueva Gerona. A great deal of money was spent in cleaning up the towns and putting them in first-class sanitary condition. The appropriation for this latter work was given in such a way that there is a daily force at work in both towns keeping the streets in good condition and removing all debris. Each town has a sanitary inspector and an adequate force working under his orders. The third appropriation was for a sum exceeding $150,000.00 and was for the purpose of constructing three Calzadas: one leading from Santa Fe in a westerly direction toward the Siguenea Bay, another leading from Santa Fe and Jucaro to Nueva Gerona by way of Columbia, and another leading from Nueva Gerona to McKinley. These Calzadas were entirely completed and the work accepted before the close of the year 1908. Subsequent appropriations from time to time for smaller amounts have been made for the purpose of constructing public buildings and doing street work at Santa Fe and Nueva Gerona. Nearly all of this work is now completed. The Isle of Pines is sure of further appropriations, and the larger portion of these new appropriations will be used for the purpose of constructing more Calzadas. It is almost certain that the first additional road to be built will be one from the town of Santa Fe, leading almost directly south to the Cienega. This is the most natural new road to build, as it would connect, with a fine Government road, the north and south parts of the island, and it will be noticed that such a road would make Santa Fe without question, as it really is now, by far the most accessible point on the island, as fine Government roads would then lead from it north, east, south and west.

INTERIOR VIEW OF AN ISLE OF PINES HOME.



TYPICAL VIEW OF UNIMPROVED LAND OWNED BY THE SANTA FE LAND COMPANY AND THE ISLE OF PINES UNITED LAND COMPANIES.

TYPICAL VIEW OF UNIMPROVED LAND OWNED BY THE SANTA FE LAND COMPANY AND THE ISLE OF PINES UNITED LAND COMPANIES.

The total amount of Government appropriations for improvements on the Isle of Pines subsequent to General Wood's regime is over $250,000.00. When it is considered that this amount of money is spent in so small an area as the Isle of Pines, it can readily be seen that its effect must be far-reaching and that it cannot help but add considerable intrinsic value to all properties on the island.

In addition to all these Government improvements, a great deal of road and bridge building is continually being done by the various large land companies and groups of individual property owners. These roads are all good enough quality to enable automobiles to pass over the course.

The two principal shipping and receiving points are Jucaro and Nueva Gerona. The channels of the Casas and Jucaro rivers, on which these two

ports are located, have been deepened and widened by Government appropriations and are now in condition to receive vessels of considerable draft. These rivers are the only ones on the Isle of Pines with sufficient depth of water to receive the existing line of steamers that ply between Cuba and the Isle of Pines. The port of Jucaro is a little nearer Cuba than the port of Nueva Gerona, and, for this reason, the steamers plying between Cuba and the Isle of Pines always stop at Jucaro first on their arrival at the Isle of Pines and leave Jucaro last on their departure for Cuba. Usually passengers bound for Santa Fe can reach that town, after their five mile drive, before the steamer at Jucaro has discharged its freight prior to starting around to the other port.

One of the great attractions of Santa Fe is the justly famous "Santa Rita Thermal Bathing Springs," owned by Robert Irwin Wall. Mr. Wall has constructed a bathhouse over these Springs at a cost of several thousand dollars. It is finished in marble, white tile and hardwood.

The National Bank & Trust Company, with a capital stock of $75,000.00, has recently constructed in Santa Fe a bank building. This building is a substantial concrete structure and is equipped with modern banking fixtures.

The Isle of Pines Bank has established a branch at Santa Fe, and the two institutions are giving the town abundant banking facilities.

The Santa Fe Fair Association, under the auspices of the Santa Fe Commercial Club, is already arranging for the sixth annual Isle of Pines Fair. This annual Isle of Pines Fair at Santa Fe has, from year to year, so increased in importance and magnitude that it has been necessary to add each year more ground and floor space. The location of the grounds is centrally situated in the town. Last year more than $2,000.00 was awarded in premiums.

NATIONAL BANK AND TRUST COMPANY BUILDING IN SANTA FE, ISLE OF PINES. This Institution was organized early in 1912 and is phenomenally successful, having nearly doubled the number of its depositors and trebled its deposits during the year past.

VIEW IN "PLAZA," SANTA FE.

Thousands of dollars of water from the two famous drinking springs of Santa Fe, "The Magnesia" and "Agua Santa," have been bottled and shipped to Havana and elsewhere during the past year.

The German Lutheran Church is about to begin the construction of a church edifice in Santa Fe costing about $4,000.00.

An American Masonic lodge was organized early in the year 1912, being the second English-speaking Masonic lodge in the West Indies. This lodge has prospered to so great an extent that in August of the same year the Santa Fe Masonic Association was incorporated with a capital stock sufficient to construct a two-story building, the upper floor of which is used mainly by the Masonic lodge, the Ladies' Hibiscus Club and the Santa Fe Commercial Club, and the lower floor as a main auditorium of the town, and has a stage large enough for the usual entertainment purposes.

EDITORIAL FROM THE CHICAGO TRIBUNE.

" At once the easiest and surest method of getting rich which has been hit upon by the acquisitive instinct of man is that of securing possession of a piece of land, sitting down upon it, and watching it increase in value. The successful merchant must have a genius for anticipating the capricious tastes of the public and for organizing and directing his business so as to meet these tastes. The successful manufacturer must have a capacity for constantly devising improved and more economical methods of production or for utilizing the brains of those who can devise them. To get rich through investment in land, not SPECULATION in land, understand, but INVESTMENTS in it—what is chiefly needed is to "sit tight."

Land may fluctuate in value as times alternately become good and bad, but, unlike other forms of wealth, it will not take unto itself wings and fly away, and experience shows that it almost invariably will be worth more at the end of a period of fluctuation than it was at its beginning. Improvements will add to its value, but in the long run its value usually will increase without them. What it is worth depends less upon what is done with it than upon what goes on around it—less upon the enterprise of its owner than upon the progress of society. Where society is in a progressive state, with industry expanding and population growing, the owner of land may get rich though

he never turn a furrow or build a shanty upon it. Of course, he must cultivate or rent or otherwise utilize his property to realize on his investment, but meantime, whether he does anything or nothing with it, the price for which he could sell it grows. Time is on his side and works for him with assiduous industry.

What the Westminsters, Astors, and others have done on a big scale in large cities many thousands of men have done and are doing in the agricultural parts. * * * Every farming community contains men who have got well fixed simply by settling on or buying land when it could be gotten cheap and holding to it while, owing to the growth of industry and population, it has risen in value."

HAULING A WONDERFULLY PROFITABLE CROP (THE GRAPEFRUIT) OVER ONE OF THE "CALZADAS," OR GOVERNMENT HIGHWAY.

"BAMBOO BRIDGE" OVER THE SANTA FE RIVER.

THE AGUA SANTA DRINKING SPRING AT SANTA FE.

Chicago to Jacksonville, Fla.	1083	Miles
Jacksonville, Fla., to Key West	522	"
Key West to Havana	90	"
Havana to Isle of Pines	90	"
Total	1785	Miles

Chicago to Los Angeles	2300	Miles
Chicago to Seattle	2250	"
New York City to Isle of Pines	1300	"